Terms of Reference for Redesigning and Revamping the Petty Offences Website
(www.pettyoffences.org)

1. Project Background/ introduction

Petty offences are generally understood as minor criminal acts which attract a low value fine or short term imprisonment for the failure to pay the fine. In some jurisdictions, the term petty offences is used interchangeably with the terms, minor offences, misdemeanours, summary offences or regulatory offences, while in other jurisdictions, these terms have been distinguished from each other. Petty offences trace their origin from English laws that were designed to, among other things, force people to work, restrict the movement of potential labourers, curtail criminal activity, punish idleness, and enable law enforcement agents to make arrests without proof of actual commission of offences. These petty offences are currently entrenched in national legislation.Some of the offences punished include bathing and washing in public, sleeping in public, hawking , idleness, begging, loitering, drunkenness, disorderliness, prostitution, indecent exposure.

The enforcement of laws that provide for petty offences often target specific groups who are poor and marginalised. Further, mass arrests especially of street families, low-income people, minority groups and refugees, are common especially after terror incidences[1] or before high profile public events. Such arrests are carried out as part of a strategy to clear streets of unsightly people. Groups such as sex workers, street vendors or hawkers, public service vehicle touts, street families, LGBT community, persons who use drugs, human rights defenders, are also regular victims of such practices which may also include being placed under surveillance, harassment, threats and intimidation, even while in custody.[2] In addition, LGBT community is vulnerable to profiling, discrimination, blackmail, rape, forced medical examination and 'treatment'.[3]

2. The Campaign for Decriminalization and Re-classification of petty offences in Africa

A group of civil society organisations and the Network of African National Human Rights Institutions have been advocating for the decriminalization and delassification of petty offences in Africa. These organizations have collectively been working towards amplifying the voices of potential and actual petty offenders through a website on petty offences where stories/case narratives are consolidated and shared.

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[1] BBC News (2014) - Kenyan Nairobi blasts: Police arrest 627 in Eastleigh. Retrieved from
http://www.bbc.com/news/world-africa- 26838638 (April 2014)
[2] Prostitution, homosexuality, drug use and distribution, and street vending in certain areas are offences in Kenya
[3] KHRC (2011) Outlawed amongst Us, Kenya Human Rights Commission. Nairobi. Retrieved
http://www.khrc.or.ke/component/docman/doc_download/14-the-outlawedamongst-us.html (06.03.2017)

3. Specific Objectives of Petty Offences Website

The campaign website which is currently hosted by ICJ Kenya documents and increases awareness on decriminalization and declassification of petty offences project in Africa and enables the public easy access to campaign documents, materials and information.

Campaign partners can be able to document and share news stories on petty offences in Africa where publications and news stories will be updated regularly for our visitors and people interested in our cause.

4. Specific Tasks
- Redesign the Petty Offences website as per the requirements and in line with the petty offences project branding. The portal developer will work closely with the Communications Officer and the Program Officer Administration who will provide the content and data and guidance on the desired design and structure. Changes have to be accommodated as the website portal concept and design evolves.
- Develop a website that clearly sets out the aims of the campaign, objective and communique.
- An attractive graphic layout that embodies the network's corporate character and meets its branding specifications;
- Interactive, user---friendly, mobile friendly and responsive design;
- A design that is accessible across most popular browsers and is testable with validation tools;
- A design that allows regular improvements on look and features;
- The CMS should be dynamic and allow information to be easily updated by administrative staff without specialized web development skills;
- Ability to incorporate all the network's social media platforms (Facebook, Twitter, YouTube,etc.) with live update options;
- Integrate an effective search function; ensure the site is search engine friendly
- Social bookmarking to allow users to organize their favorite content and share it on their
- social media accounts through social media shortcuts; A Google Translate option from English to at least French and Arabic;
- Search Engine Optimization and ability to work well with search engines;
- Incorporate Google analytics
- A personalized e---newsletter function with email and text blasting options;
- Input and update all partners in the petty offences campaign
- Introduce news tabs to the website like the Countries for easy navigation
- Introduce a Publications tab to enable easy access of documents by partners and visitors.

5. Deliverables

- The website is well-organized and information is easily available.
- The website is redesigned and programmed in a way that enables ICJ Kenya office to easily manage its content.
- Improve the overall look of the site, bringing it up-to-par with modern design trends
- Reorganize the content into a more user-friendly site structure
- Re-write the content to be more search engines friendly
- Ensure the revamped site is User friendly: Light, Flexible, Simple, Looks good

6. Competencies Required

An experienced web designer/ developer, who can work in a tight time frame. The developer has a track record of developing websites on time and as planned, that respond to contemporary global design trends, are user friendly and easy to maintain.

6.1. Technical Skills and Expertise

The candidate should have:

- A solid understanding of brand development and brand positioning;

- Adequate knowledge and at least five years of progressive experience with web d esign proven through portfolio of designed products;

- A solid understanding of user experience, user--- interface design principles, and conceptual design;

- Expert knowledge of HTML, Java script and CSS;

- Excellent attention to detail;

- Experience with CMS – open---source, proprietary and custom solutions;

- Experience developing interactive websites that allow for user---engagement

- Experience with constituent relationship management (CRM) systems who can shar e relevant

- Examples of developing websites for multi---national non---profit organizations

Duration of Assignment: - 21 days

Send your bids to: communications@icj-kenya.org

DEADLINE FOR APPLICATION: Monday 15th October 2018